

VelvaSheen

ADULT

L

OVER FOR CARE
MADE IN U.S.A.

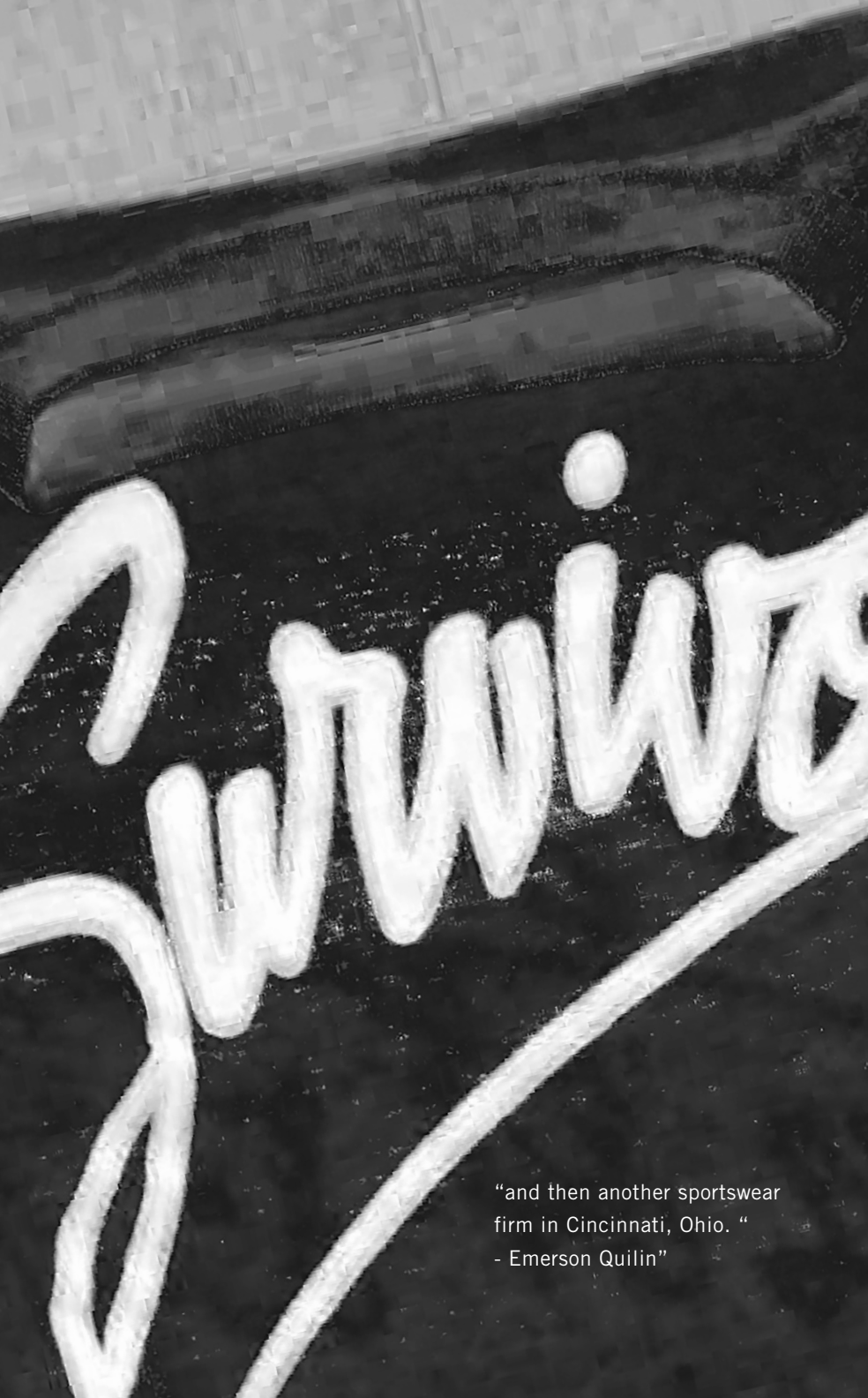


**U N O F F I C I A L
V E L V A S H E E N
M A S C O T
B O O K**

**forward by
Bart Laube**

2007

< STANDARD OUTFITS



"and then another sportswear
firm in Cincinnati, Ohio. "
- Emerson Quillin"



In the 1970's America became infatuated with the printed t-shirt. Although the original printed T was created sometime in the 1950's the popular culture did not wear them everywhere everyday all the time. People used to wear a t-shirt as an undergarment to soak up sweat. The rampant drug use and casual attitude of the 1960's counter culture became main stream and commercialized in the 1970's. So giant corporations were "letting it all hang out". One of the industries to come out of this casual attitude was the silk screen printed t-shirt, and one of the giants of this movement was Velva Sheen.

At the peak of production they had three warehouses at their plant in Fairfax Ohio running 24 hours a day 7 days a week. One plant had 15 to 20 automatic silk screen machines endlessly churning out Disney Mickey Mouse shirts 24 hours a day. At three in the morning on any given day there was some nameless worker pulling shirts off the platen and putting them on a cart to be wheeled to the warehouse. These people cursed like sailors and laughed and cried while the Sheen rolled on. It was no fantasy land but money was to be made.

The kernel of the sales force was the Velva Sheen Mascot Sample Book. Salesmen would show up armed with the book at hand to colleges, or large high schools. Basically the customer would pick out a mascot for the school, say a lion and a lettering style, say block. The salesman would write up

the order, send it to the plant where a nameless production artist would assemble the fore mentioned items. If the art for approval box was checked on the order sheet they would send a copy of the final art to the customer to approve. On simple designs they would go straight to the film room. Where a transparent film was shot from the paper, the film was given back to the artist who added crop marks and codes. Then it went to the screen room where it was made into a silk screen on a large vacuum table. The screen would go to the press, then the shirts would ship. Usually in about two weeks.

After 200 gagillion shirts were made, the brand was sold, and consolidated and the plant at Fairfax was shut down, leaving 3000 nameless people out to wonder the streets.

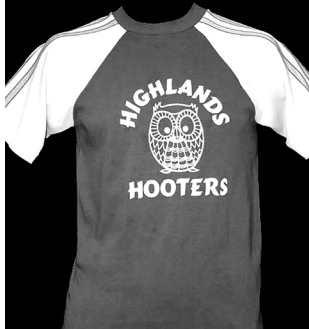
With this book an empire was created flourished and was dashed. That is a lot of power for a few sheets of paper. Vintage Velva Sheen shirts are sought by collectors.



**THIS WAS MADE
BEFORE THE
STANDARD BOOK
CAME OUT**



**MICKIZA-
TION WAS
RAMPANT
DURING THE
80's**



**THIS IS OWL
0-2 FROM
PAGE 36**



**A LOT OF
DESIGNS
WERE CUS-
TOM MADE
FOR SPECIAL
EVENTS**



THIS MULTI COLOR DESIGN WAS CUSTOMIZED BY CHANGING THE WHITE PLATE THUS MAKING A MULTI COLOR DESIGN FOR THE COST OF A ONE COLOR

THIS SHIRT WAS MADE WITH
MASCOT T-7 ON PAGE 37



THIS VERTICAL
ARCHED LETTERING
IS EITHER VITAL
LASER TYPE OR
HAND CUT OUT OF
RUBILITH. RUBILITH
WAS A RED FILM
USED FOR COLOR
SEPARATIONS



OUTLINED TYPE ON
A CIRCLE
PRETTY STANDARD
LAYOUT



VELVA SHEEN FONT SELECTION

This was ALL the fonts available,
any other faces were created by hand.

BLOCK

OUTLINED

MACHINE

HOBO

HOTDOG

SERIF

Brush Script

Mistral

Casual Script

Cooper Black

VITAL LASER TYPE

* NEED OTHER FONTS? TOUGH COOKIES!



A



A-4



A-5



A-7



A-17



A-19



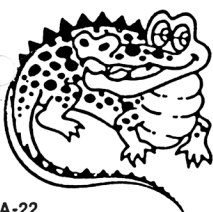
A-20



A-14



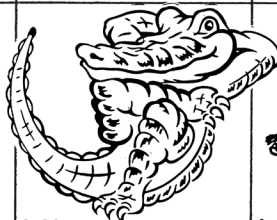
A-21



A-22



A-23



A-24



A-25



A-26



A-27



A-28

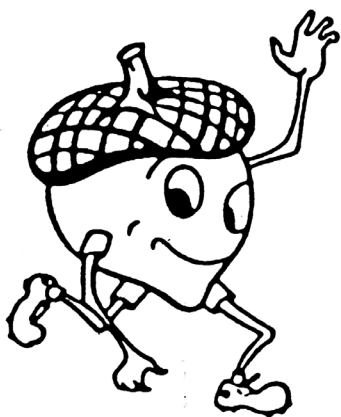


A-29



A-30

*** THE HIKING ACORNS?**
LOTS OF DISAPPOINTED KIDS HAD
TO WEAR THIS GUY



A-20

A-

B**Velva Sheen**
Mfg. Co.

B-5



B-7



B-8



B-9



B-42



B-46



B-47



B-48



B-49



B-50



B-51



B-52



B-53



B-54



B-55



B-56



B-57



B-58



B-59



B-60

* B-46 THIS BEAR HAS A THING FOR B-49

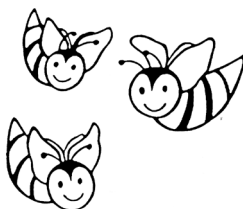


B



page 3

* B-71 THE FIGHTING BEERS?



B**Velva Sheen**
Mfg. Co.

B-17



B-74



B-75



B-76



B-77



B-21



B-30



B-78



B-79



B-80



B-81



B-82



B-83



B-84



B-85



B-86



B-87

*** B-88 BADGE-TUDE!**

B**Velva Sheen**
Mfg. Co.

B-88



B-89



B-90



B-91



B-92



B-93



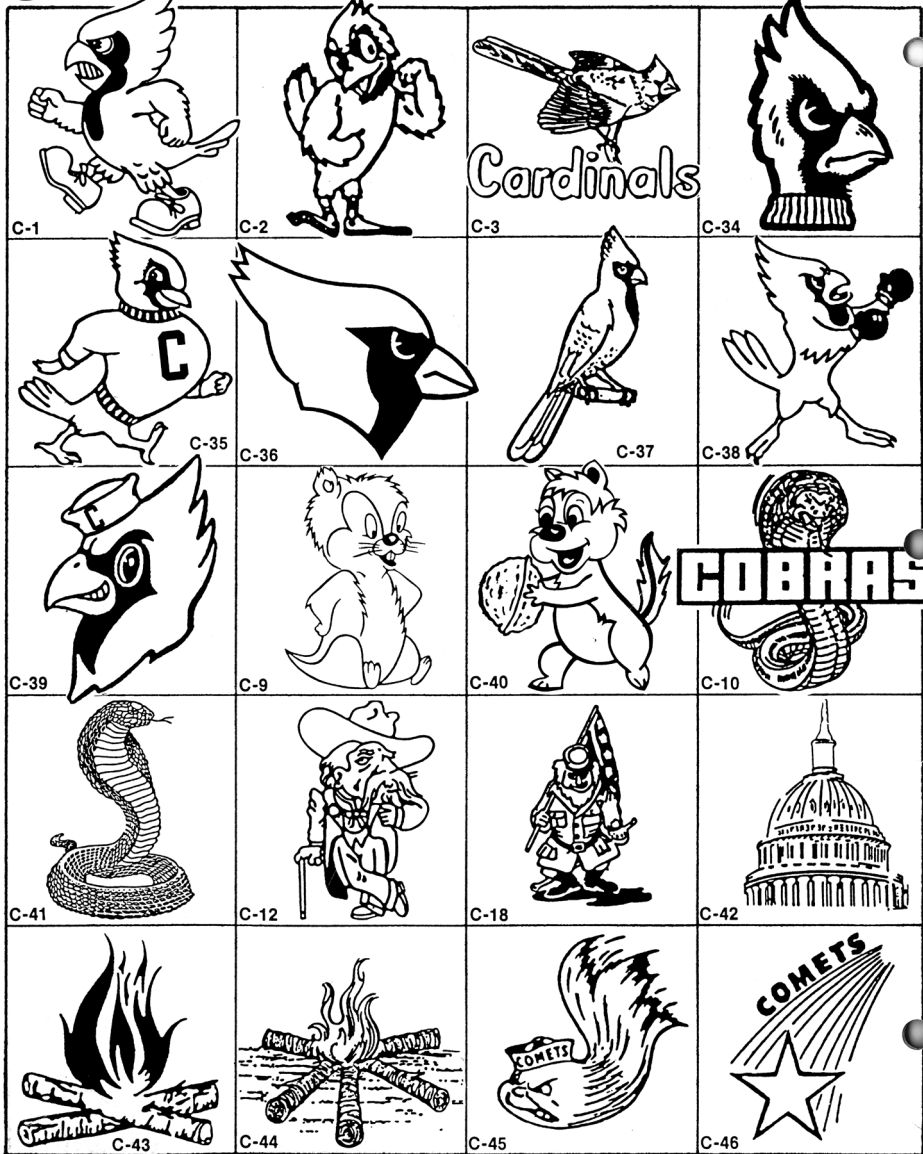
B-94



B-95

**B-88****B-8**

C



Page 6

* C-1 STOMPY THE CARDINAL

* C-40 NUTTY!

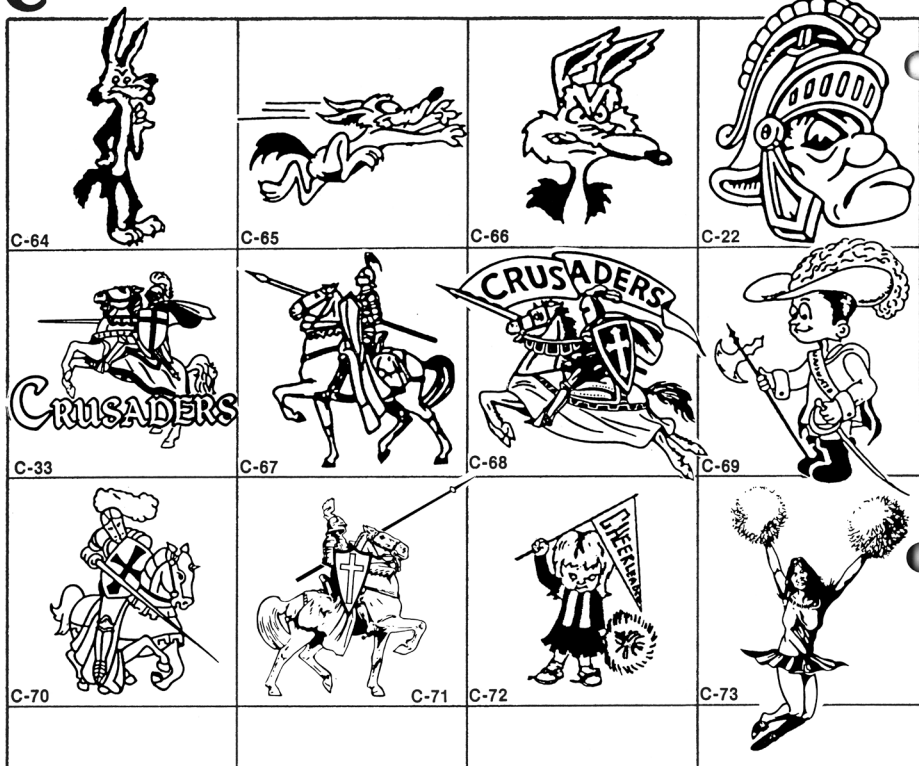
C



page 7

* C-48 IS POINTING AT THE CIRCLE OF KIDS, WHY ARE THEY IN A CIRCLE?
DOES THIS REPRESENT STONE HENGE? IS THIS A SECRET MESSAGE?

C

Velva Sheen
Mfg. Co.

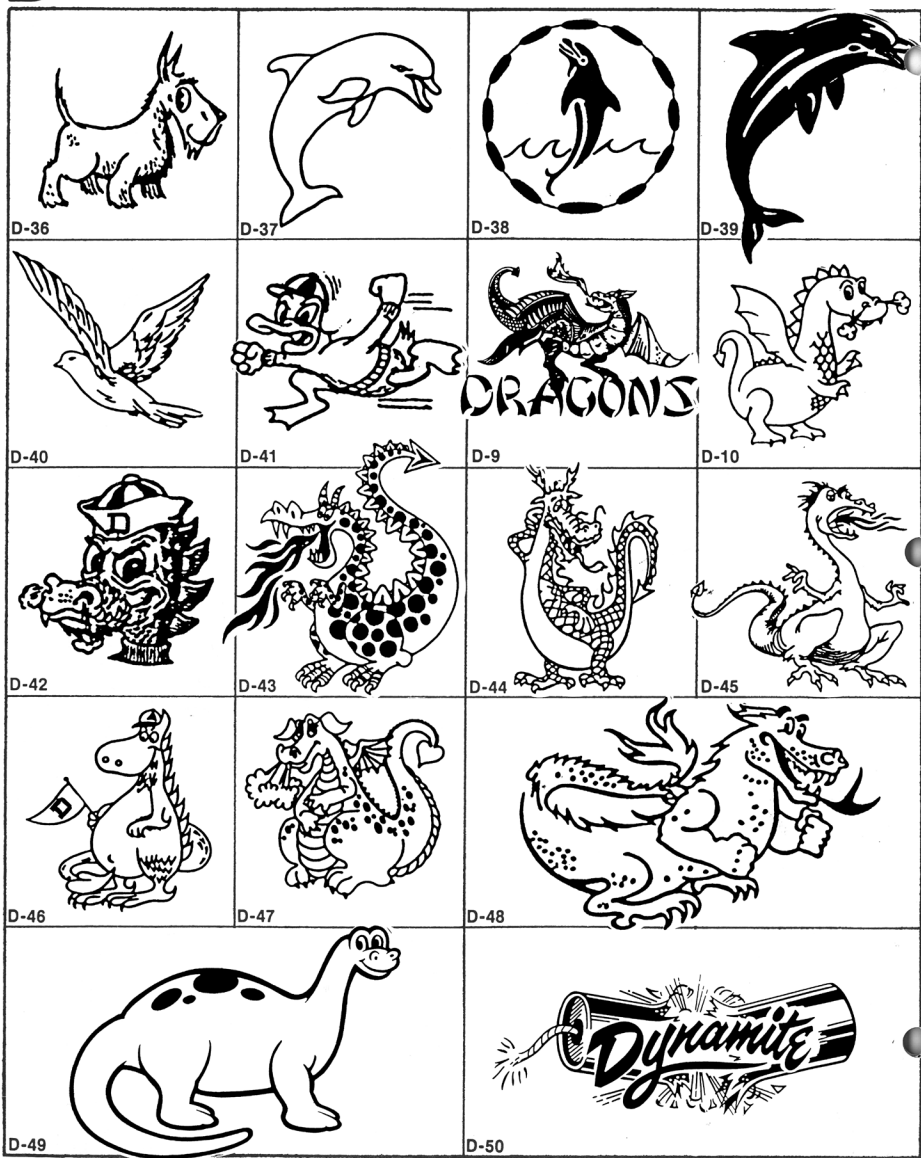
HEH HEH HEH

* OH YOU DEVIL!
(HE HAS HIS EYE ON C-73)

D



* D-32 "GIMMIE A BONE!"



* D-39 THIS DOLPHIN IS EATING A HOLE PUNCH HOLE!

* D-46 THIS DRAGON COULD DO SOME SIT UPS!

E



Page 11

*** E-33 THIS GUY JUST LOOKS DISSAPOINTEED IN YOU!**

*** E-4 THIS EAGLE IS GIVIN' E-6 THE BUSINESS!**

E

Velva Sheen
Mfg. Co.



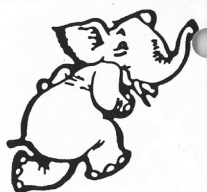
E-39



E-40

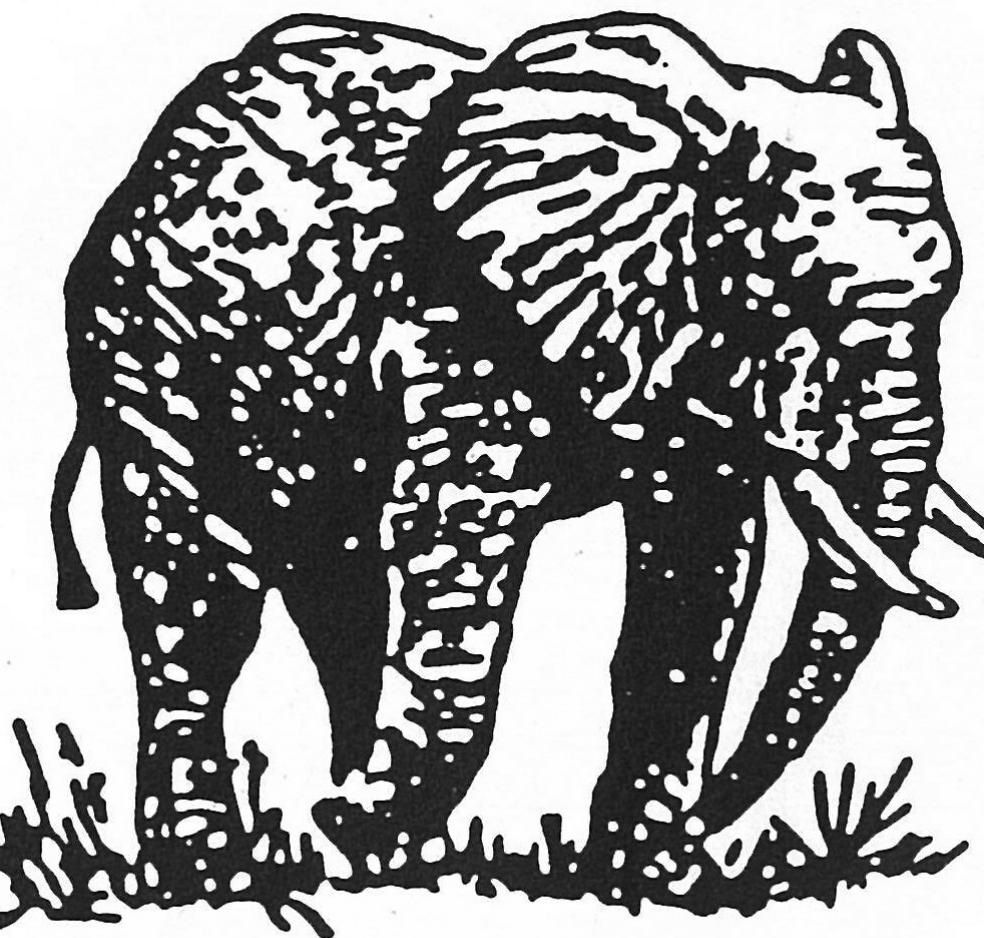


E-41



E-42

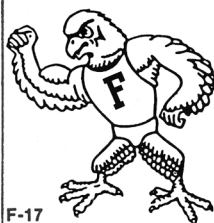
* THIS ELEPHANT LOOKS LIKE IT WAS SHOT 1000 TIMES WITH A STAT CAMERA



F

Velva Sheen
Mfg. Co.

F-2



F-17



F-18



F-19



F-20



F-21



F-22



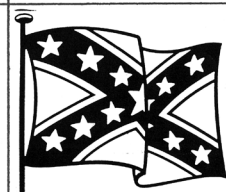
F-23



F-24



F-6



F-25



F-8



F-11



F-26



F-27



F-28



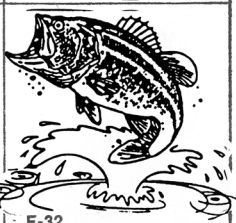
F-29



F-30



F-31



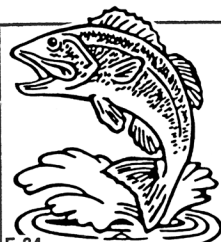
F-32

page 13

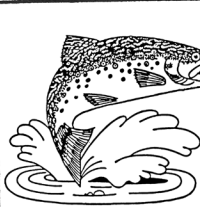
F



F-33



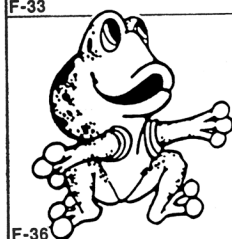
F-34



F-35



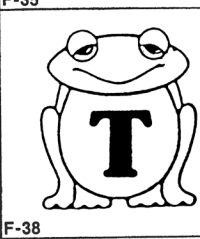
F-13



F-36



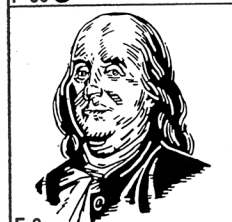
F-37



F-38



F-39



F-9



G



G-3



G-16



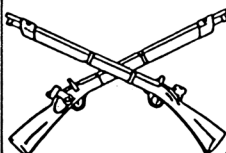
G-6



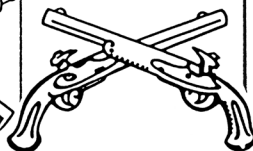
G-17



G-18



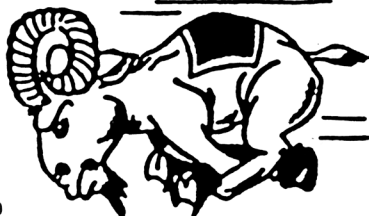
G-8



G-10



G-19



G-20



G-21

*** THIS DOG IS LOOKING AT YOUR LEG LIKE A PORK CHOP!**





H-1



H-21

**HORNETS**

H-8



H-9



H-10



H-11



H-22



H-23



H-24



H-25



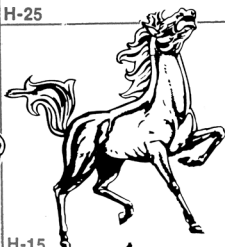
H-26



H-12

MUSTANGS

H-13



H-15



H-27



H-28



H-29



H-30



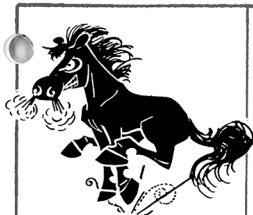
H-31



H-32

* H-30 BOJACK HORSEMAN??

H



H-33



H-34



H-18



H-35



H-36



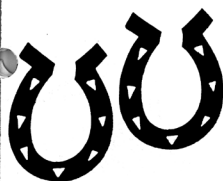
H-37



H-38



H-39



H-40



H-41



H-20



H-42



H-43



H-44

*** PUT UP YOUR DUKES!**



H-39

I



*** WE DON'T CONDONE ANYTHING ON THIS PAGE! BUT MUST
INCLUDE IT FOR HISTORICAL ACCURACY**

I

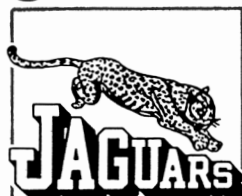


page 19

*** THIS ONE EITHER! SHAME ON YOU PEOPLE OF THE 70's!**

J

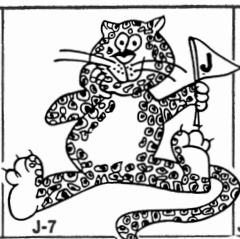
Velva Sheen
Mfg. Co.



J-1



J-6



J-7



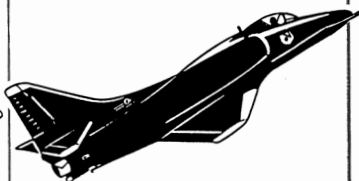
J-8



J-9



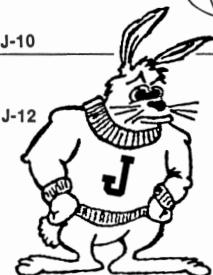
J-10



J-11



J-4



J-12



J-13



J-14

* I GUESS THIS IS A JAYHAWK?!



K



K-1



K-2



K-5



K-8



K-9



K-10



K-11



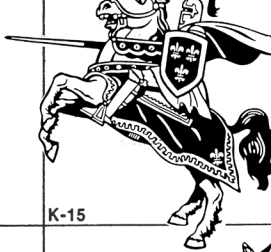
K-12



K-13



K-14



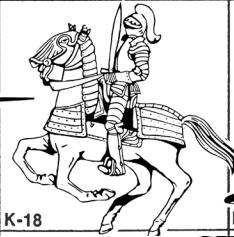
K-15



K-16



K-17



K-18



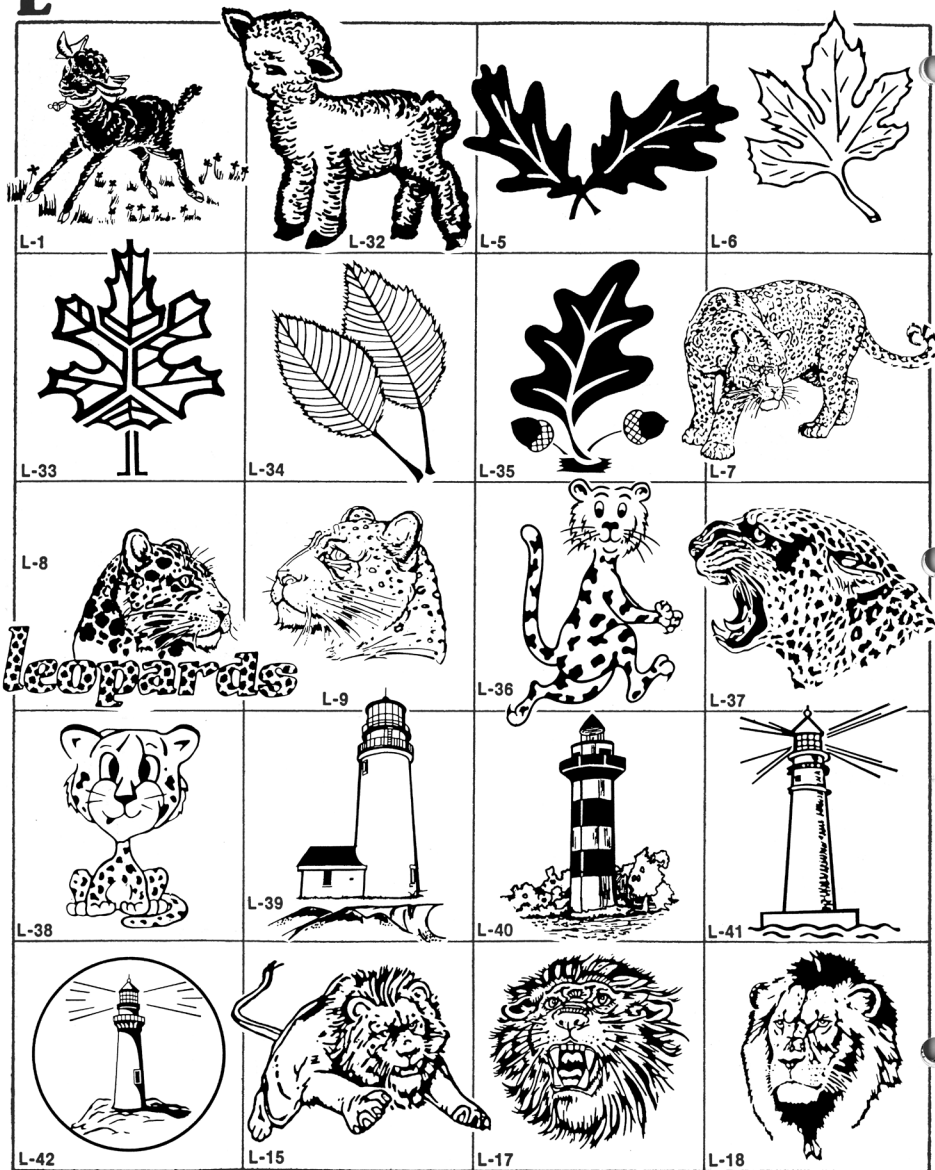
K-19



K-20



L



page 22

* **HOW MANY VERSIONS OF THIS DRAWING ARE IN THIS BOOK?**



L



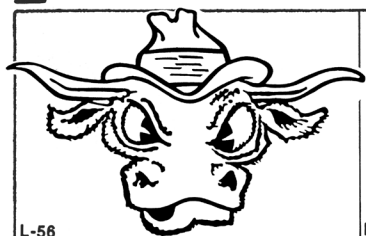
Page 23

L



*** TAPPING MY FOOT!**

L



L-56



L-57



L-58



L-59



L-60



L-61



L-62



L-63



L-64



L-65

* LETS CUT THEM UP WITH AXES!



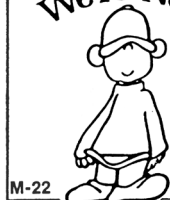
M

Velva Sheen
Mfg. Co.



M-9

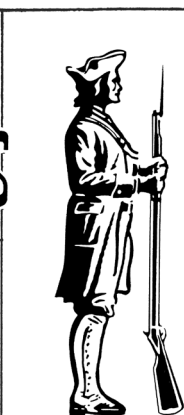
We're No.1



M-22



M-24



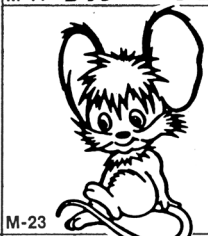
M-10



M-25



M-11



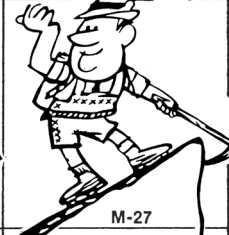
M-23



M-26



M-13



M-27

M-13

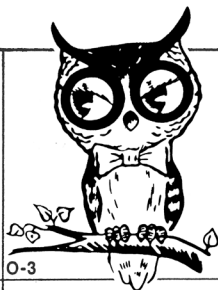


* DAG NABBIT!

O



O-2



O-3



O-4



SHADY SPRING
ELEMENTARY
SCHOOL

O-6



O-7



O-8



O-9



O-10



O-11



O-12



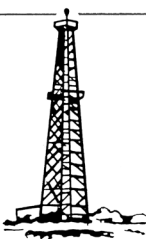
O-13



O-5



O-14









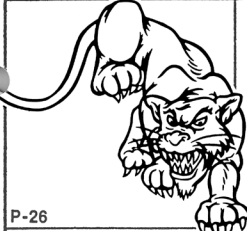

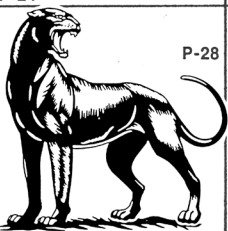



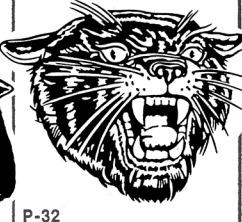






O-15

* WHO ATE MY YOGURT!

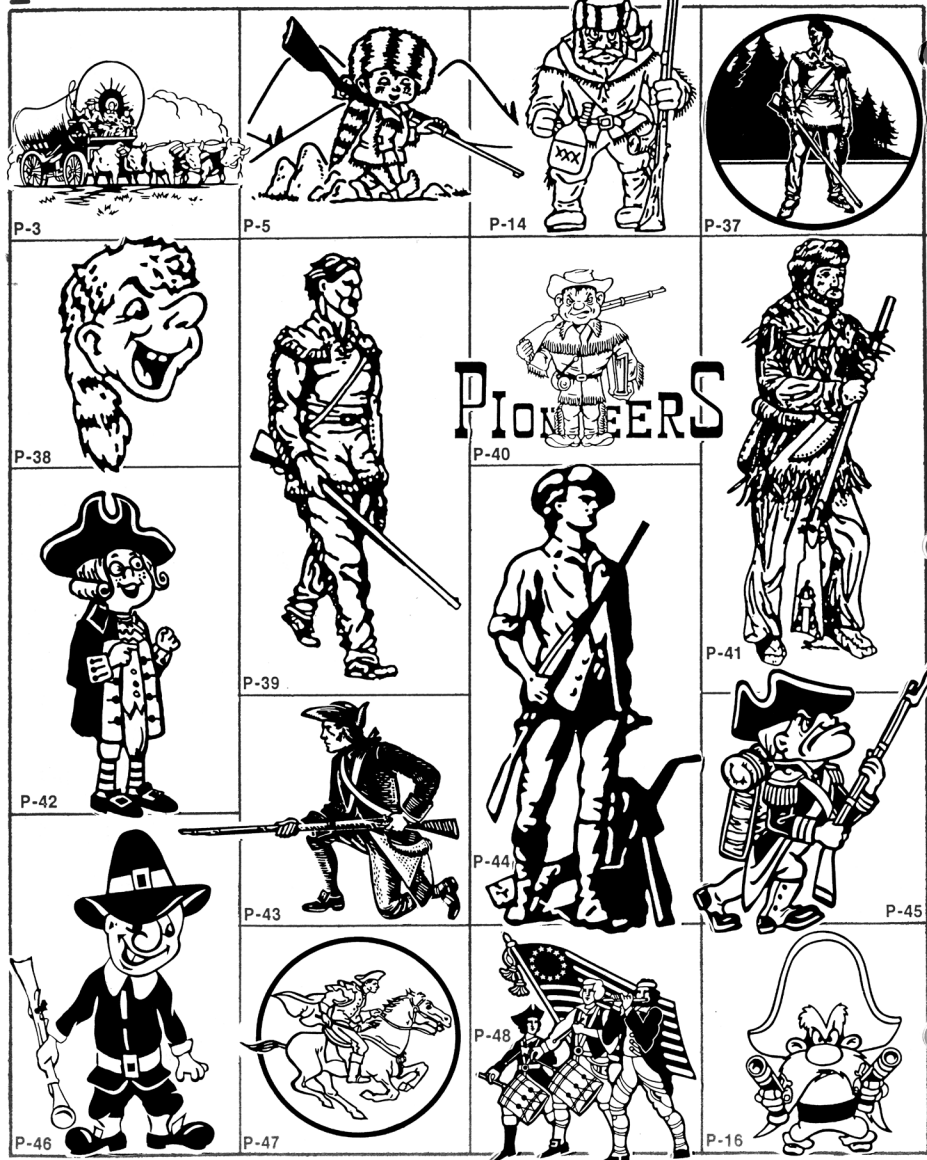


P

 P-2	 P-15	 P-19	 P-21
 P-22	 P-23	 P-24	 P-25
 P-26	 P-27	 P-28	 P-29
 P-30	 P-31	 P-32	
 P-33	 P-34	 P-35	 P-36

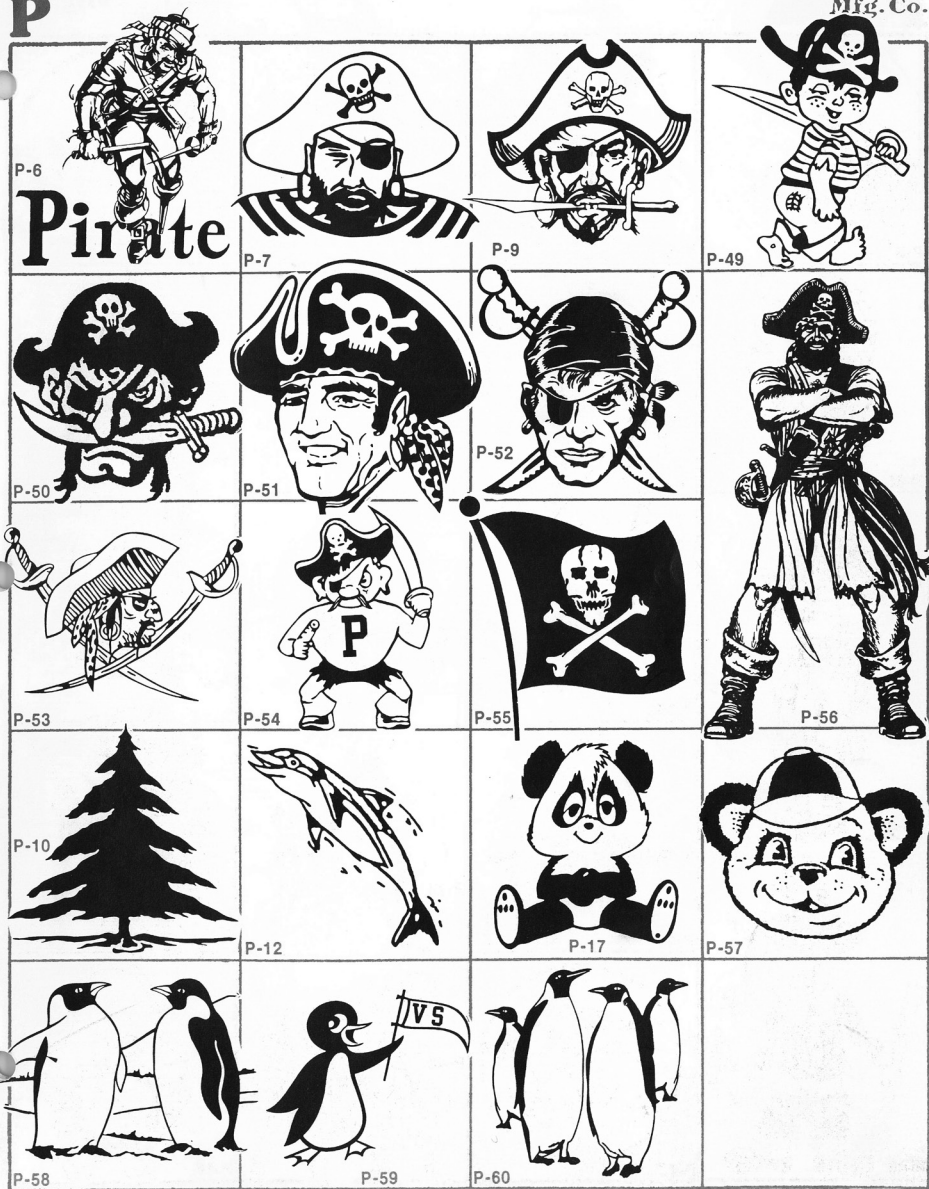
*** MOST PANTHERS WORE TURTLE NECKS!**





* P-16 I AM A PIRATE SEE, NOT A FELLA ASSOCIATED
WITH A NATIONAL PARK, KEEP ON A MOVIN!

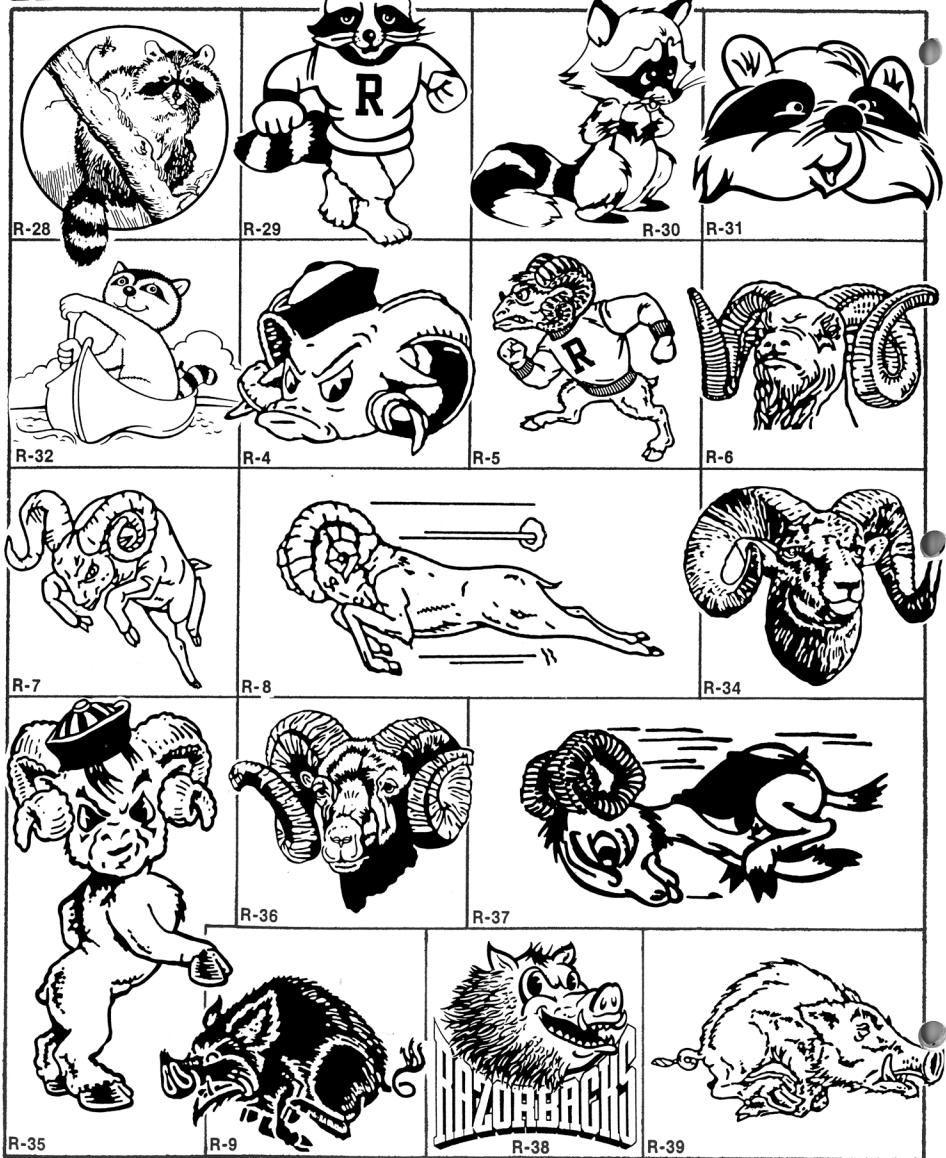
P



name 20

*** P-60 THESE GUYS ARE NOT MOTIVATED TO PLAY HARD!**

R



DANA 30



R



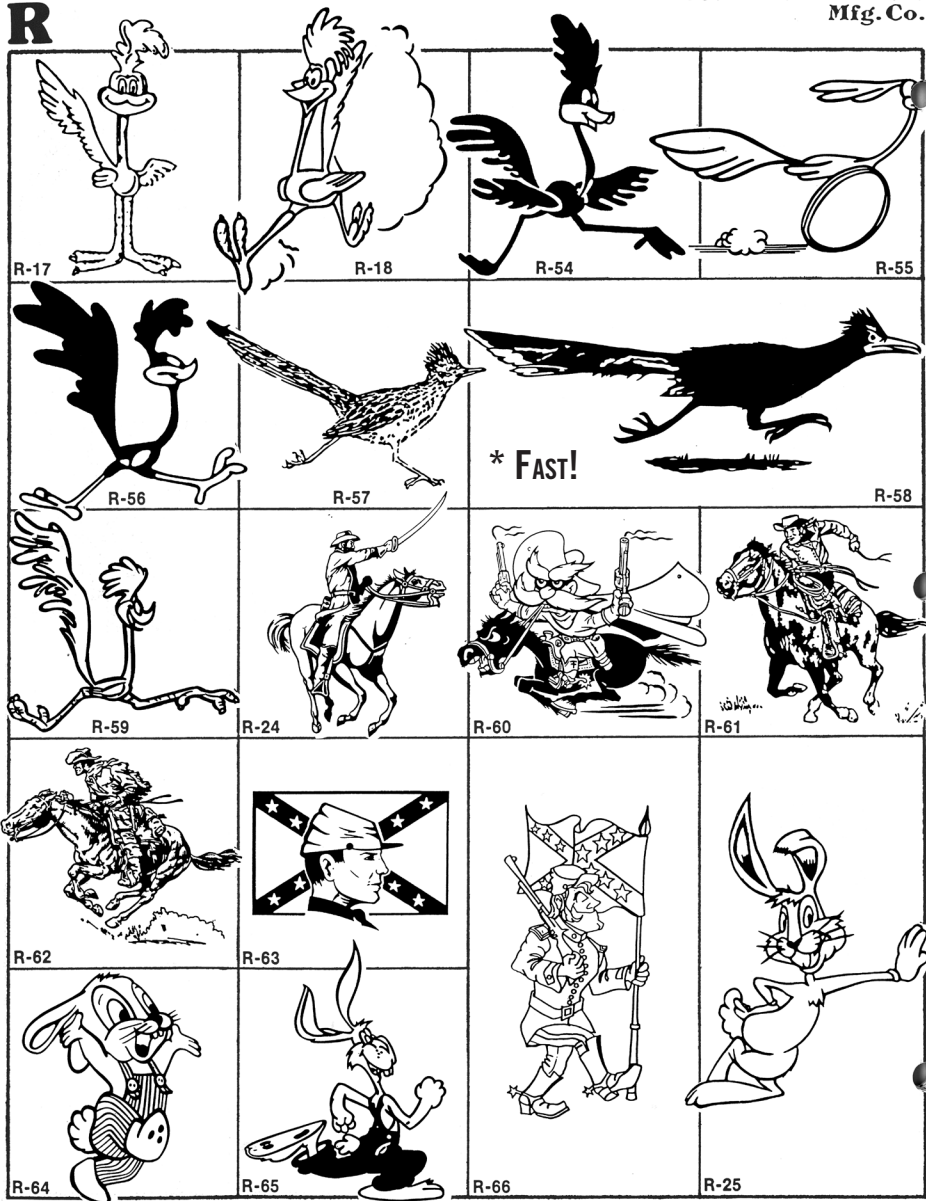
page 31



R-40

* WHAT IS UP WITH MY PANTS!

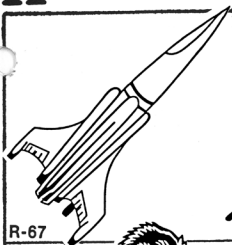
R



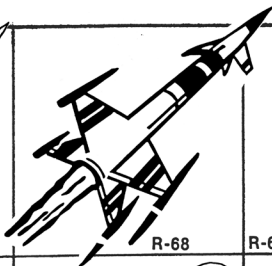
* Joy!

R

Velva Sheen
Mfg. Co.



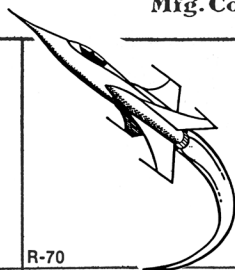
R-67



R-68



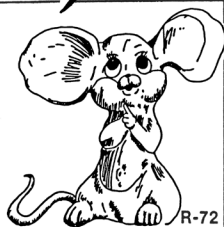
R-69



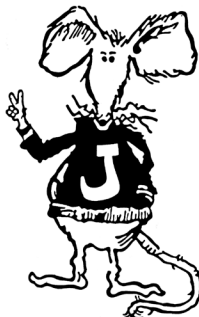
R-70



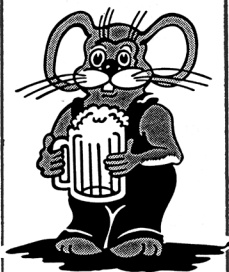
R-71



R-72



R-74



R-75



R-73

* GROOVEY

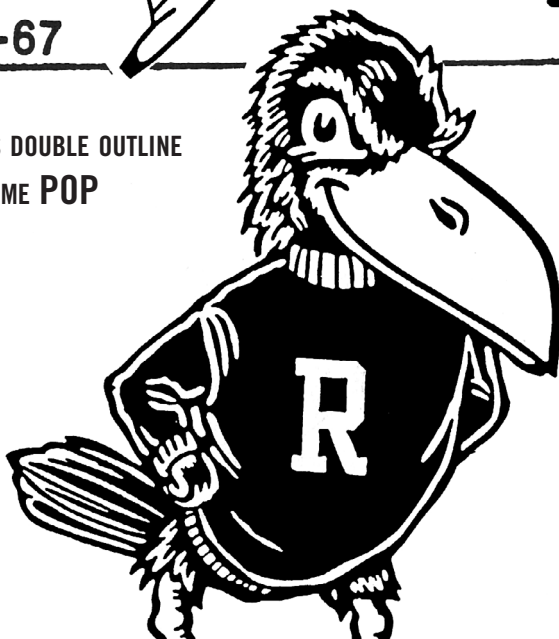
* SOO WASTED!



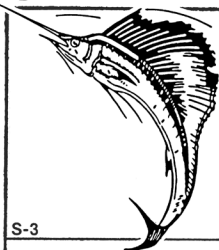
R-76

R-67

* THIS DOUBLE OUTLINE
MAKES ME POP



S

Velva Sheen
Mfg. Co.

S-3



S-4



S-5



S-6



S-31



S-32



S-33



S-34



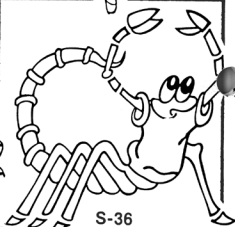
S-35



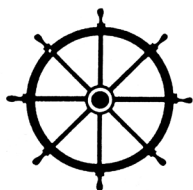
S-8



S-9



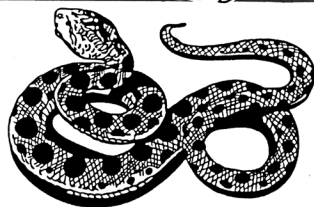
S-36



S-14



S-15



S-16



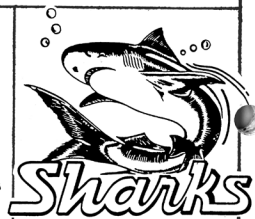
S-37



S-38



S-39



S-17

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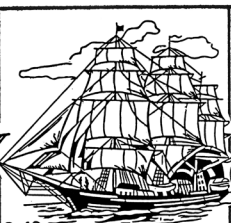
* THIS IS DRAWN IN-VERTED TO
PRINT LIGHT INK ON DARK SHIRTS
< SEE SAME ART >



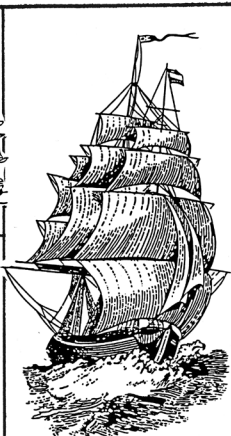
S



S-20



S-40



S-42



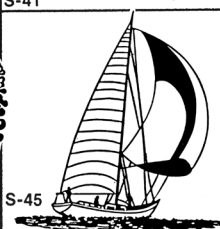
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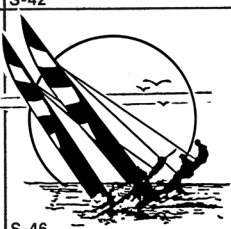
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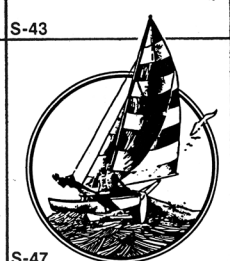
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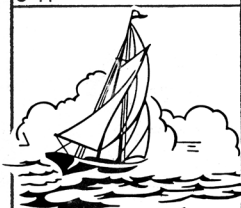
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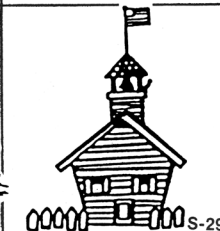
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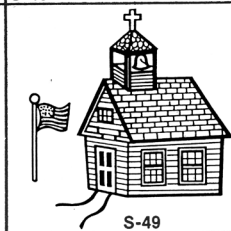
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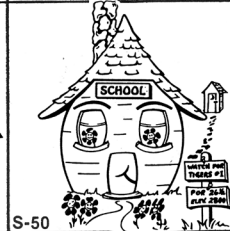
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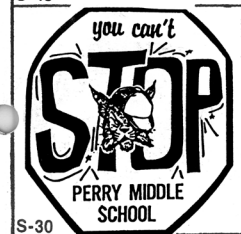
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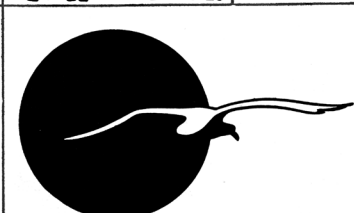
S-49



S-50



S-30



S-51



S-52



S



S-53



S-54



S-55



S-56



S-59

* SMELL US!



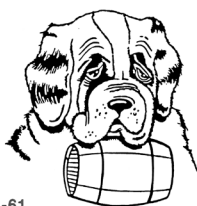
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S-58



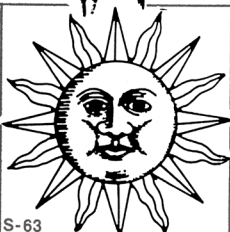
S-60



S-61



S-62



S-63



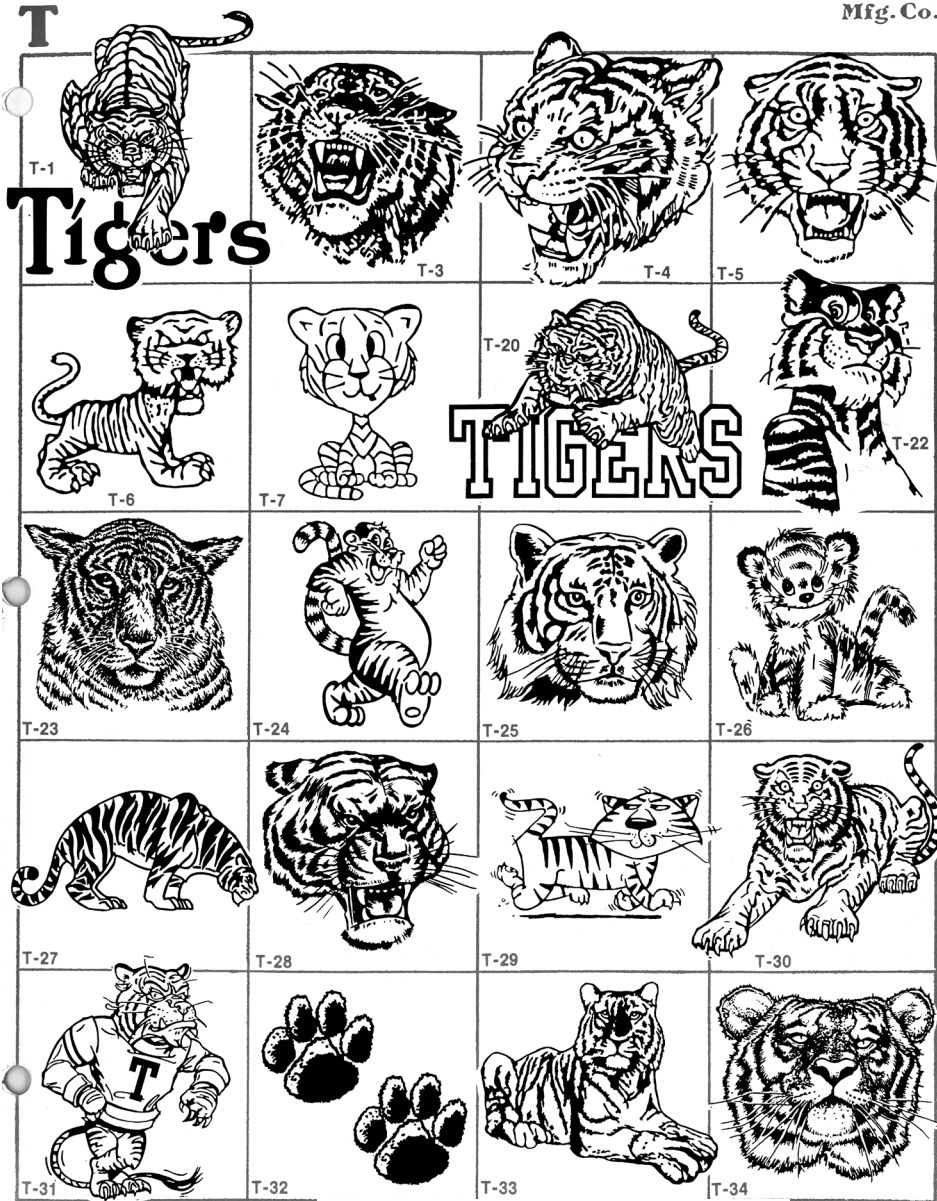
S-64

* I LIKE THE CONTRAST HERE !



S-58

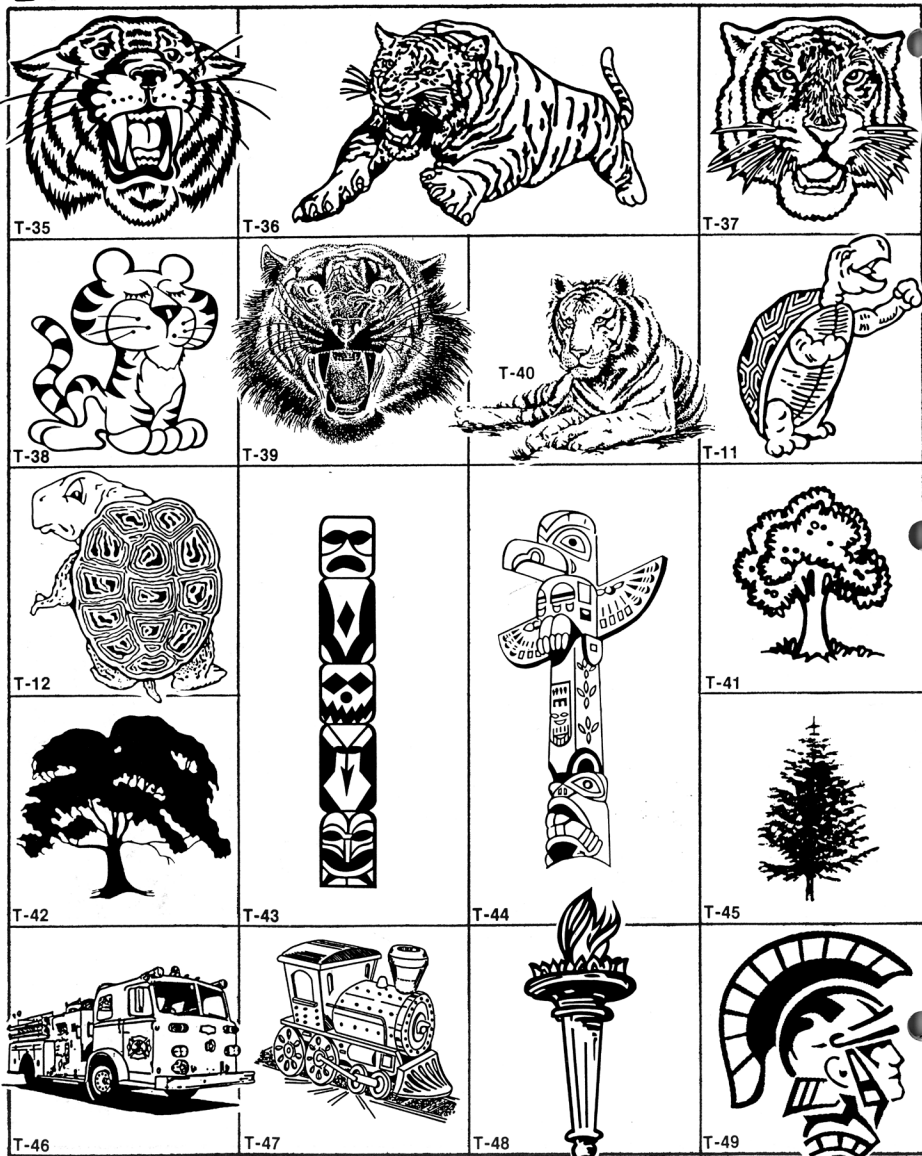
T



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T



V



V-1



V-2



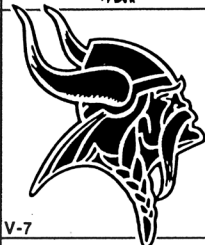
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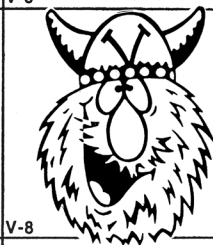
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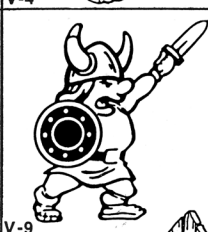
V-6



V-7



V-8



V-9



V-10



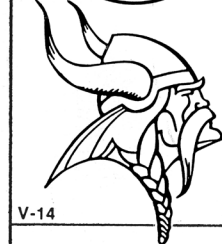
V-11



V-12



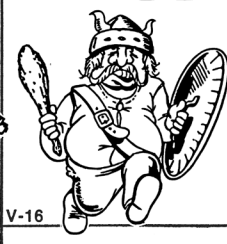
V-13



V-14



V-15



V-16



V-17

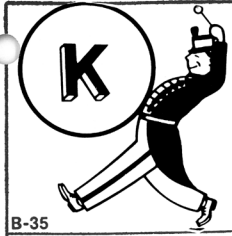
W



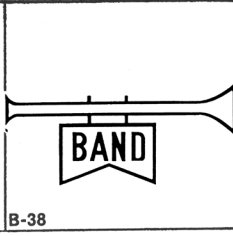
page 40

B

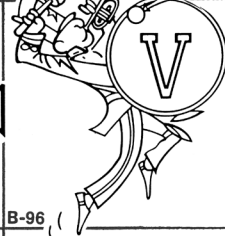
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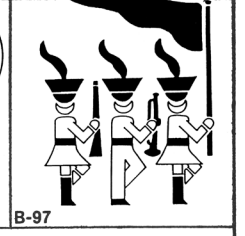
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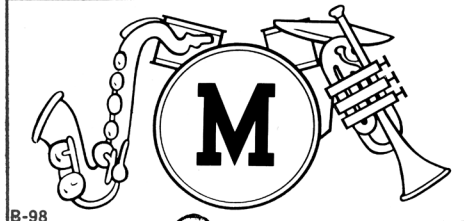
B-38



B-96



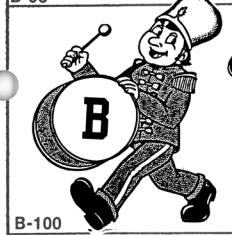
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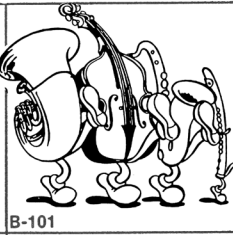
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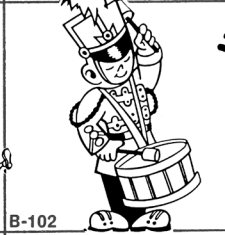
B-99



B-100



B-101



B-102



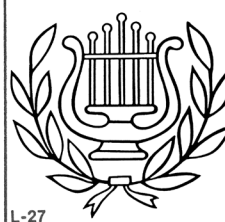
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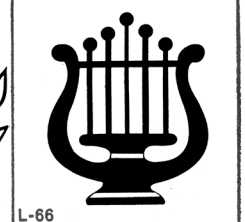
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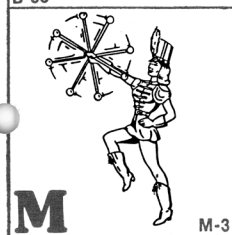
L-26



L-27



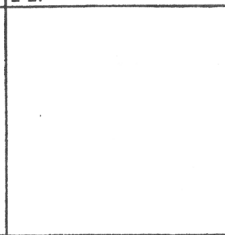
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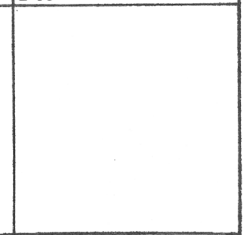
M



M-3



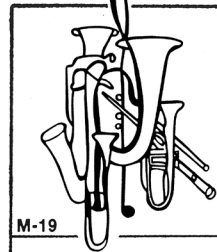
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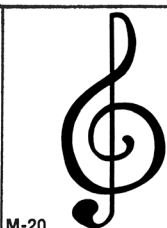
M

Music

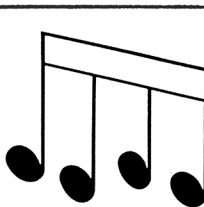
Velva Sheen
Mfg. Co.



M-19



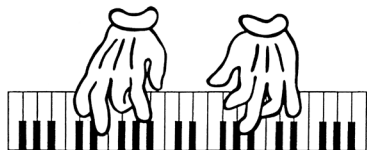
M-20



M-21



M-28



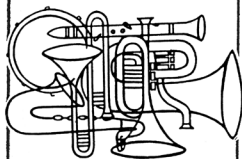
M-29



M-30



M-31



M-32



M-33



M-34



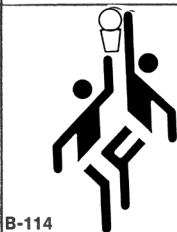
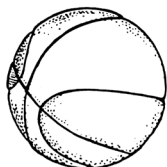
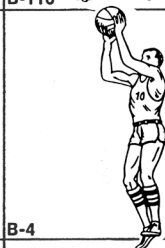
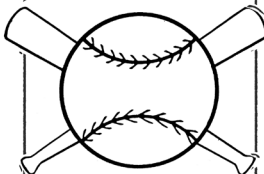
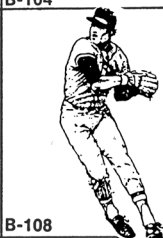
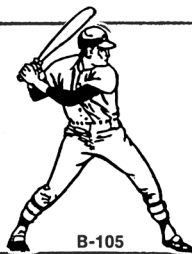
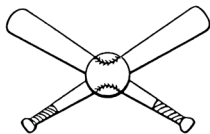
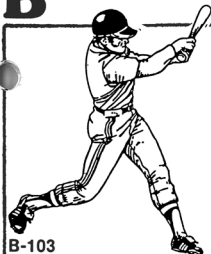
M-35



M-36



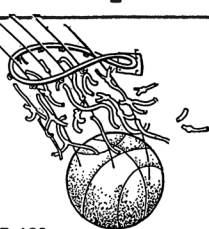
M-37

B**Sports****Velva Sneen**
Mfg. Co.

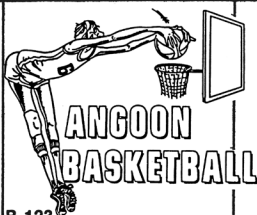
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B-121



B-122



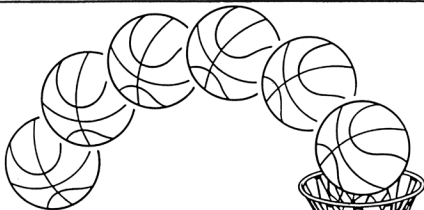
B-123



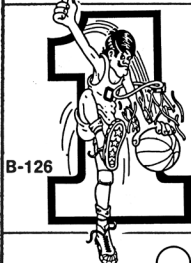
B-129



B-124



B-125



B-126



B-127



B-128



B-130



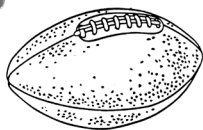
B-131



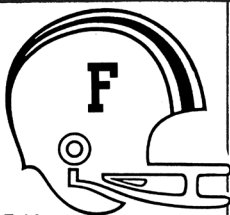
B-132



B-133



F-10



F-14



F-16



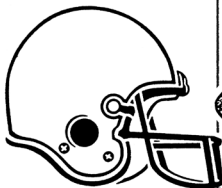
F-40



F-41



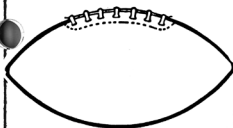
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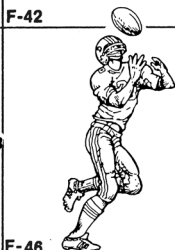
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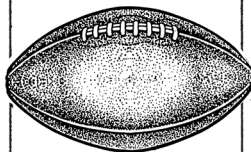
F-44



F-45



F-46



F-47



F-48



F-49



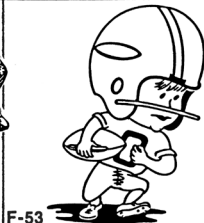
F-50



F-51



F-52



F-53



F-54

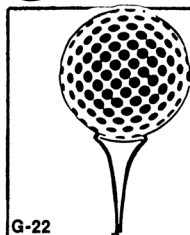


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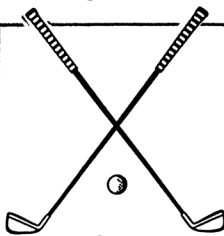
G

Gymnastics

Velva Sheen
Mfg. Co.



G-22



G-23



G-24



G-25



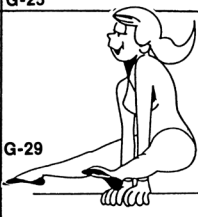
G-26



G-27



G-28



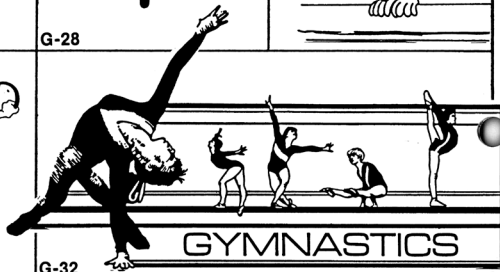
G-29



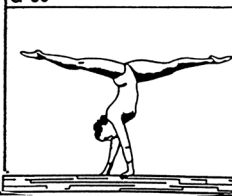
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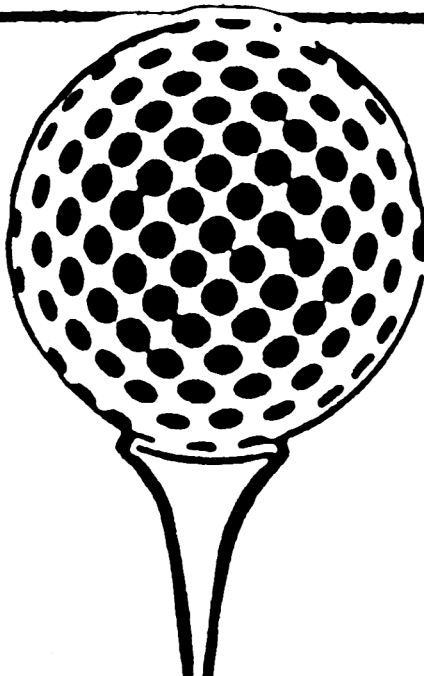
G-31



G-32









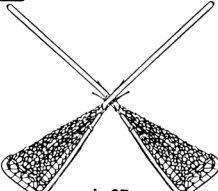



G-33



H

Sports

Velva Sheen
Mfg. Co.

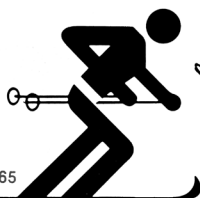
 <p>H-7</p>	 <p>H-45</p>	 <p>H-46</p>	
 <p>H-47</p>	 <p>H-48</p>	 <p>K-23</p>	
 <p>K-21</p>	 <p>K-22</p>	 <p>K-24</p>	
 <p>L-67</p>	 <p>R-77</p>	 <p>R-78</p>	 <p>R-79</p>

S

Sports

Velva Sheen
Mfg. Co.

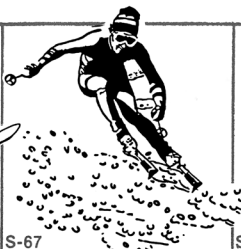
S-65



S-66



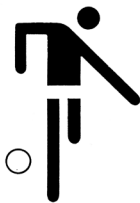
S-67



S-27



S-68



S-69



S-70



S-71



S-72



S-23



S-73



S-74



S-75



S-24



S-25



S-76



S-77



S-78



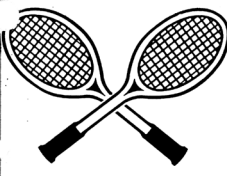
S-79



Page 48

T

Sports



T-14



T-50



T-51



T-52



T-53



T-54



T-9



T-15



T-16



T-17



T-18



T-55



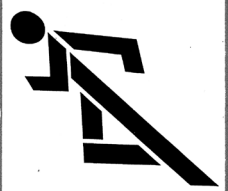
T-56



T-57



T-58

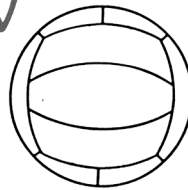


T-59

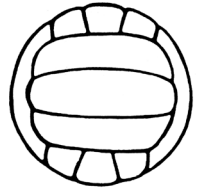


T-60

V



V-5

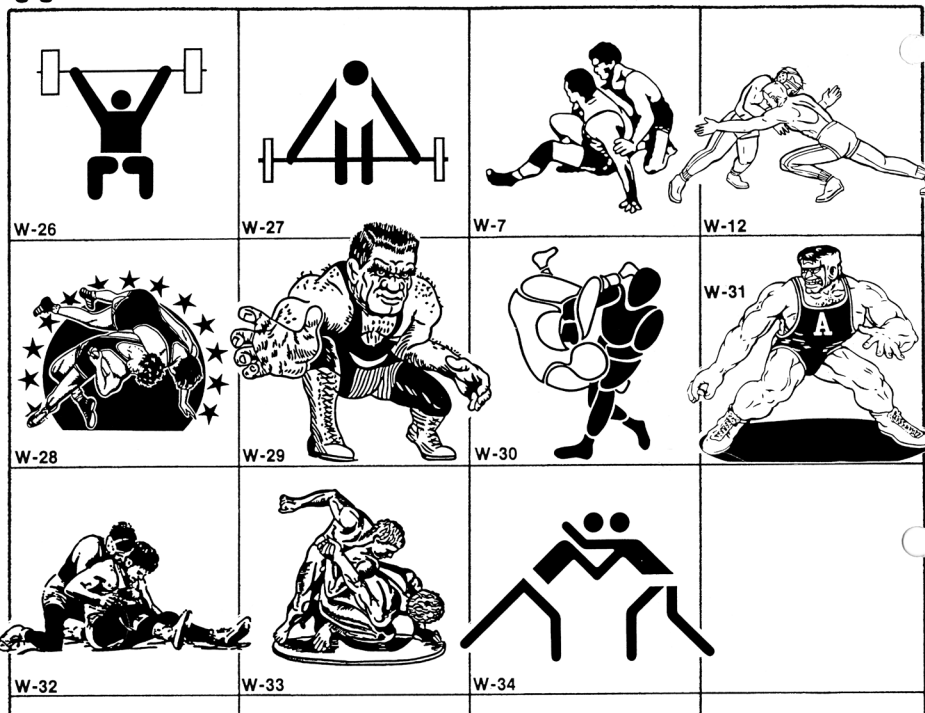


V-18

W

















Sports

Velva Sheen
Mfg. Co.



W-27



 <p>CAMP MERIDALE</p> <p>CA-37</p>	<p>DESIGN IDEAS</p> <p>On the preceeding 50 pages we have presented hundreds upon hundreds of popular mascot designs to give you a truly broad selection to meet your specific needs. Hopefully you have found <i>the</i> one you want to 'represent' your group.</p> <p>Now here are some suggested ways to combine the mascot you have chosen with one of our lettering styles to give you a 'total design'...to give your printed sportswear order a quality, 'professional' look.</p> <p>(Notice that some of these design ideas need no mascot at all. Just type and graphics. Such designs can look very "up-to-date" on many of the attractive items in your Velva Sheen sportswear catalog).</p>		 <p>Mild Elementary</p> <p>T-7</p>
 <p>WEST VIRGINIA TENNIS</p> <p>AT-165</p>	 <p>UN-23</p>	 <p>ANNADALE PARK SCHOOL</p> <p>UN-471</p>	
 <p>EISENHOWER EAGLES</p> <p>UN-472</p>	 <p>CHINO VALLEY</p> <p>UN-473</p>	 <p>OAK PARK, MICHIGAN</p> <p>UN-469</p>	 <p>Transfiguration School</p> <p>UN-470</p>
 <p>TRAVERSE CITY, MI.</p> <p>RT-28</p>		 <p>CUPERTINO PARKS & RECREATION</p> <p>PR-12</p>	 <p>Dutchess Community College</p> <p>UN-474</p>
 <p>SHAWNEE ELEM.</p> <p>UN-475</p>	 <p>STEWART STARS</p> <p>UN-476</p>	 <p>Camp Backintal</p> <p>CA-38</p>	 <p>CORONADO CONQUISTADOR</p> <p>C-7</p>



CHATHAM BARS INN

RT-180

LAST MINUTE ADDITIONS

The mascot/designs illustrated here are *so new* that we were unable to include them in the preceeding 50 pages. These designs are so 'strong', however, that we wanted you to see them.

Feel free to use this art exactly as shown, or modify and 'personalize' it to suit your needs.



CA-39



Vermilion

S-47



TRINITY LAKE

RT-181



RT-167



PR-13

full of spice
and everything nice
in
CHICAGO

RT-182

Camp Skyline Ranch



MENTONE ALABAMA

CA-32



RT-183

THE UNCEREMONIOUS END OF AN ERA

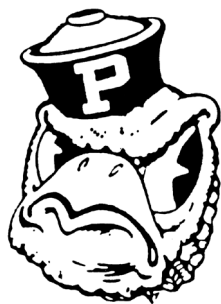
Apparel maker Brazos to close plant in Fairfax

Post staff report

“Brazos Sportswear Inc. will close its Fairfax plant as part of company-wide restructuring designed to eliminate excess capacity, it said Monday.

The Velva Sheen plant in Fairfax will close between Feb. 1 and Feb. 14, the company said in a letter to Hamilton County officials.

The fate of the 129 workers at the former Velva Sheen plant is to be negotiated with their union, Brazos officials said. Those negotiations are expected to begin within days. Employees at the Fairfax plant are represented by the Union of Needle Trades, Industrial and Textile Employees. Union officials could not be reached for comment Monday.”





Although this book is a collection of countless artists hands over various points in time, the mascots on these selected pages all seem to been drawn by the same hand. The line wieghts, extra details, the fact they are all disembodied head and “pie eye” eyes seem to suggest a specific asthetic.

The “pie eye” was used heavily by Mickey mouse and early cartoons in the 1920’s and was phased out over all by the 1950’s replaced by the black circle eye. The “pie eye” Mickey made a return in the 1990’s with the Mickey and Co. style guide, and was used on vintage looking flags, and other various gift store products. Some alternative artists of the 1970’s like R.Crumb revived the “pie eye” in alternative comics.

These icons also make up good t-shirts. The simplification a of the shape makes them fill up th 12” by 12” square of printable area in a silk screen. They also allow space for type to be circled around them and under them without losing details from a distance. So these heads stand the test of time.

